

## **P-15: Fresh Air Campaign**

**Venue:** Community

**Goal:** Eliminating Exposure to Secondhand Smoke

**Sponsoring Organization:** Tacoma-Pierce County Health Department

**Abstract:** The ‘Fresh Air’ campaign promotes smoke-free environments in Pierce County. The campaign educates the public about the harms of secondhand smoke, encourages customers to patronize smoke-free restaurants, and assists workplaces in the implementation of policies that protect employees from secondhand smoke. The campaign promotes smoke-free restaurants through its Fresh Air Dining Guide, a public awareness campaign that advises people to “Smell the Food, Not the Smoke,” and a series of advertisements of local smoke-free restaurants. Among Pierce County’s 1,023 restaurants and lounges that have seating, there are currently 60% that are smoke-free, when taverns are excluded, the percentage increases to 66%.

**Recommendations:** Think carefully about how to get initial data, and how to define “smoke-free.” Invest in a survey or build upon one already in place to assess smoking rules among the community’s restaurants/bars. Create positive publicity for owners/managers who go smoke-free.

### **Contact for more information:**

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